

Professional and Managerial Branch  
Cultural Group  
Arts Resources Series

**ARTS AUDIENCE DEVELOPMENT COORDINATOR**

07/01

**CHARACTERISTICS OF THE CLASS:**

Under general supervision, designs, implements, executes, and evaluates audience development, public information, and marketing programs; performs related duties as required.

**EXAMPLES OF DUTIES:**

Develops and creates promotional printed and broadcast materials to get the arts message to the community and obtain audiences; writes copy for programs, newsletters, press releases and radio and television spots; develops and creates special promotional strategies to enhance audiences for ARD events; arranges radio and television interviews; produces radio and television spots; prepares advertising according to a planned marketing strategy and purchases appropriate spots prepares packages of information for the El Paso/Juarez/Las Cruces media; develops and executes public relations and marketing activities for the promotion of sponsored and co-sponsored events.

Develops and executes cross-over programs to build audiences for El Paso Arts organizations; coordinates the audience development activities ; develops and maintains media relations; manages events marketing and promotional and printing budgets.

**MINIMUM QUALIFICATIONS:**

Training and Experience: Graduation from an accredited College or University with a Bachelor's degree in Fine Arts or Marketing or Communications (some coursework in Fine Arts preferred), and one year experience in arts audience development or arts marketing and public relations programs or an equivalent combination of training and experience.

Knowledge, Skills and Abilities: Considerable knowledge of arts audience development; considerable knowledge of public information practices and procedures; considerable knowledge of marketing practices and programs; good knowledge of graphic layout and design; good knowledge of media buying; some knowledge of electronic media production.

Ability to plan, supervise and coordinate marketing, promotional and audience development activities; ability to establish and maintain effective working relationships with fellow employees, artists, arts organizations, the media, official and the general public; ability to communicate clearly and concisely both orally and in writing; ability to maintain records and prepare reports.

Licenses and Certificates: Texas Class "C" Drivers License or equivalent license issued by another state.

Physical Requirement: Mobility within an office environment; operate a motor vehicle through City traffic.

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Director of Personnel

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Department Head